

Taste From The Moment You Light Up.

You taste it on your first draw.
And with every puff you take. Extra taste.
That's what you get with MERIT.

The cigarette that delivers the taste of
leading brands having up to twice the tar.

There's nothing halfway
about it. And you can
taste it.



Nothing halfway about it.
MERIT

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8 mg "tar," 0.8 mg nicotine av. per cigarette. (10 Report Mar. 82)

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

